

## ORDER



**Orders**  
**Order / Rev:** 185444  
**Alt Order #:**  
**Product Desc:** Crossroads GPS  
**Estimate:** 984  
**Flight Dates:** 09/14/12 - 09/23/12  
**Original Date / Rev:** 09/12/12 / 09/12/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Crossroads Media Group  
**Buying Contact:** Emily Milhoan  
**Billing Contact:**  
 66 Canal Center Plaza, Suite 555  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/Crossroads GPS  
**Demographic:** A25-54  
**Product Codes:** PL23-Issue/Prop  
**Priority:** P1  
**Revenue Codes:** POL, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** MAJ  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	115	\$114,350.00	\$97,197.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	115	\$114,350.00	\$97,197.50	0.00
<b>Totals</b>	<b>115</b>	<b>\$114,350.00</b>	<b>\$97,197.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/14/12	09/23/12	7News at 5AM 7News at 5AM	CA	5AM-530AM	11111--	:30	5	\$300.00	P3	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	----1--			1			\$300.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	11111--			5			\$300.00		0.00			
N 2	KMGH	09/14/12	09/23/12	7News at 530AM 7News at 530AM	CA	530AM-6AM	11111--	:30	5	\$600.00	P1	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	----1--			1			\$600.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	11111--			5			\$600.00		0.00			
N 3	KMGH	09/14/12	09/23/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	11111--	:30	5	\$600.00	P2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	----1--			1			\$600.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	11111--			5			\$600.00		0.00			
N 4	KMGH	09/14/12	09/23/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	22222--	:30	10	\$700.00	P2	0.00	NM	12	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	----2--			2			\$700.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	22222--			10			\$700.00		0.00			
N 5	KMGH	09/14/12	09/23/12	The View THE VIEW	CA	10A-11A	11111--	:30	5	\$700.00	P3	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	----1--			1			\$700.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	11111--			5			\$700.00		0.00			

Order / Rev: 185444  
 Alt Order #:  
 Flight Dates: 09/14/12 - 09/23/12

Advertiser: Issue/Crossroads GPS  
 Product Desc: Crossroads GPS  
 Estimate: 984

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KMGH	09/14/12	09/23/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	11111--	:30	5	\$600.00	P1	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$600.00		0.00			
		Week: 09/17/12	09/23/12	11111--		5				\$600.00		0.00			
N 7	KMGH	09/14/12	09/23/12	The CHEW The CHEW	CA	1157A-1P	11111--	:30	5	\$450.00	P1	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$450.00		0.00			
		Week: 09/17/12	09/23/12	11111--		5				\$450.00		0.00			
N 8	KMGH	09/14/12	09/23/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm	11111--	:30	5	\$550.00	P3	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$550.00		0.00			
		Week: 09/17/12	09/23/12	11111--		5				\$550.00		0.00			
N 9	KMGH	09/14/12	09/23/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	11111--	:30	5	\$650.00	P1	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$650.00		0.00			
		Week: 09/17/12	09/23/12	11111--		5				\$650.00		0.00			
N 10	KMGH	09/14/12	09/23/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	11111--	:30	5	\$900.00	P3	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$900.00		0.00			
		Week: 09/17/12	09/23/12	11111--		5				\$900.00		0.00			
N 11	KMGH	09/14/12	09/23/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	11111--	:30	5	\$2,000.00	P2	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$2,000.00		0.00			
		Week: 09/17/12	09/23/12	11111--		5				\$2,000.00		0.00			
N 12	KMGH	09/14/12	09/23/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	11111--	:30	5	\$1,800.00	P2	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$1,800.00		0.00			
		Week: 09/17/12	09/23/12	11111--		5				\$1,800.00		0.00			
N 13	KMGH	09/14/12	09/23/12	Nightline Nightline	CA	1037P-1103P	11111--	:30	5	\$1,000.00	P2	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$1,000.00		0.00			
		Week: 09/17/12	09/23/12	11111--		5				\$1,000.00		0.00			
N 14	KMGH	09/16/12	09/21/12	430-5A News M-F/KMGH 7News at 430am	CA	430A-5A	1111--1	:30	5	\$125.00	P1	0.00	NM	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----1		1				\$125.00		0.00			
		Week: 09/17/12	09/23/12	1121---		5				\$125.00		0.00			
N 15	KMGH	09/18/12	09/18/12	ABC Tue C ABC Prime C	CA	8P-10P	-T-----	:30	1	\$2,500.00	P3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----		1				\$2,500.00		0.00			
N 16	KMGH	09/20/12	09/20/12	ABC Thurs C ABC Thurs C	CA	9P-10P	---T---	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1				\$5,000.00		0.00			
N 17	KMGH	09/14/12	09/14/12	ABC Fri A ABC Fri A	CA	7P-8P	----F--	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$2,000.00		0.00			
N 18	KMGH	09/21/12	09/21/12	ABC Fri C ABC Fri C	CA	9P-10P	----F--	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 185444  
 Alt Order #:  
 Flight Dates: 09/14/12 - 09/23/12

Advertiser: Issue/Crossroads GPS  
 Product Desc: Crossroads GPS  
 Estimate: 984

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N18	KMGH	09/21/12	09/21/12	ABC Fri C ABC Fri C	CA	9P-10P	----F--	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--		1				\$3,000.00		0.00			
N19	KMGH	09/15/12	09/22/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$600.00	P1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1				\$600.00		0.00			
Week:		09/17/12	09/23/12	-----S-		1				\$600.00		0.00			
N20	KMGH	09/15/12	09/22/12	ABC College FB -Afternoon ABC College FB-Afternoon	CA	130P-5P	-----S-	:30	1	\$1,600.00	P2	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1				\$1,600.00		0.00			
Week:		09/17/12	09/23/12	-----S-		1				\$1,600.00		0.00			
N21	KMGH	09/15/12	09/22/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P	-----S-	:30	1	\$750.00	P2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1				\$750.00		0.00			
Week:		09/17/12	09/23/12	-----S-		1				\$750.00		0.00			
N22	KMGH	09/16/12	09/23/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$500.00		0.00			
Week:		09/17/12	09/23/12	-----S		1				\$500.00		0.00			
N23	KMGH	09/16/12	09/23/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$750.00	P1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$750.00		0.00			
Week:		09/17/12	09/23/12	-----S		1				\$750.00		0.00			
N24	KMGH	09/23/12	09/23/12	ABC Prime Time Emmys Prime Time Emmys	CA	6P-9P	-----S	:30	1	\$7,000.00	P1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$7,000.00		0.00			
N25	KMGH	09/23/12	09/23/12	Emmy's Red Carpet Live Emmy's Red Carpet Live	CA	5-6p	-----S	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$3,000.00		0.00			
N26	KMGH	09/16/12	09/16/12	ABC Sun D ABC Sun D	CA	9P-10P	-----S	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$3,000.00		0.00			
N27	KMGH	09/14/12	09/23/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	11111-1	:30	6	\$1,300.00	P2	0.00	NM	8	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----1-1		2				\$1,300.00		0.00			
Week:		09/17/12	09/23/12	11111-1		6				\$1,300.00		0.00			
													Totals	115	\$114,350.00